

CLAIMS

What is claimed is:

1. An interactive 2-way transfer multimedia messaging service, which processes interactive transmissions according to a multimedia message sent by a user comprising:
 - 5 a multimedia messaging service center for receiving and transmitting multimedia messages, and for receiving multimedia messages sent by the user;
 - a service provider for providing multimedia content;
 - a multimedia service dispatcher for contacting the service provider and requesting multimedia content;
- 10 whereby the multimedia service dispatcher identifies the service provider according to the multimedia message; and
 - a common service platform for receiving multimedia messages sent by the service provider, and transforming the message into a multimedia message reply;
 - whereby the multimedia message reply is sent to the multimedia messaging service center which sends the reply to the user.
- 15
2. The interactive 2-way transfer multimedia messaging service of claim 1, whereby the user uses a mobile phone to send multimedia messages.
- 20 3. The interactive 2-way transfer multimedia messaging service of claim 1, whereby the multimedia message sent by the user comprises a sender's address and a service code.
- 25 4. The interactive 2-way transfer multimedia messaging service of claim 3, whereby the multimedia messaging service center obtains a designated session and service according to the service code.

5. The interactive 2-way transfer multimedia messaging service of claim 4, whereby, the multimedia messaging service center comprises a database of designated sessions and services.

5

6. The interactive 2-way transfer multimedia messaging service of claim 4, whereby the multimedia messaging service dispatcher obtains a service provider's URL according to the multimedia message comprising the session and service sent by the multimedia messaging service center, and then contacts the service provider.

10

7. The interactive 2-way transfer multimedia messaging service of claim 1, whereby the multimedia messaging service dispatcher uses HTTP to connect to the service provider.

15

8. The interactive 2-way transfer multimedia messaging service of claim 1, whereby the multimedia messaging service dispatcher uses XML to connect to the service provider.

9. The interactive 2-way transfer multimedia messaging service of claim 1, whereby the common service platform sends a multimedia message reply comprising a sender's address and the multimedia content to the user via the multimedia messaging service center.

20

10. The interactive 2-way transfer multimedia messaging service of claim 1, whereby the common service platform and the service provider use HTTP to transmit information.

25

11. The interactive 2-way transfer multimedia messaging service of claim 1, whereby the common service platform and the service provider use XML to transmit information.